

Claims:

1. A method comprising:

identifying a reference location; and

providing consumer information determined at least in part on a vendor's

5 proximity to the reference location;

2. The method of claim 1, wherein providing consumer information includes providing consumer information determined at least in part on user defined preferences.

3. The method of claim 1, wherein providing consumer information includes providing consumer information through a wireless communication.

4. The method of claim 1, wherein identifying the reference location includes determining the current location of a user.

5. The method of claim 4, wherein determining the location of a user includes determining the location of a portable communication device with a global position satellite system.

6. The method of claim 1, wherein identifying consumer information includes

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inputting a location into a portable communication device.

7. The method of claim 1, further comprising requesting a service in proximity to a portable communication device.

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8. The method of claim 7, wherein requesting a service includes specifying an acceptable distance from the portable communication device for the service.

9. The method of claim 7, wherein requesting a service includes specifying an acceptable price for the service.

10. The method of claim 7, wherein requesting a service includes specifying an acceptable quality level for the service.

11. The method of claim 7, wherein requesting a service includes requesting a service from the group consisting of food, lodging, and goods.

12. The method of claim 1, further comprising transmitting an offer of a service to a portable communication having a reference location that is within proximity to a vendor.

13. The method of claim 12, wherein transmitting an offer of a service
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includes offering a service from the group consisting of food, lodging, and goods.

14. The method of claim 1, further comprising providing directions from the reference location to a vendor associated with the consumer information.

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15. The method of claim 1, further comprising providing directions from a portable communication device to a vendor associated with the consumer information.

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16. A method of providing consumer information comprising:

determining a reference location;

requesting a service from a portable communication device;

providing consumer information to the portable communication device, the

5 consumer information determined at least in part on the distance of a vendor to the reference location.

17. The method of claim 16, wherein requesting a service includes

requesting location of a gas station.

18. The method of claim 16, further comprising identifying user preferences

for the service.

19. The method of claim 16, further comprising providing directions from the

vendor to the reference location.

20. A portable communication device adapted to request a service based on the location of the portable communication device.

21. The portable communication device of claim 20, wherein the portable communication device is further adapted to request a service based on user defined preferences.

22. The portable communication device of claim 21, wherein the portable communication device is further adapted to provide directions from the location of the portable communication device to the location of the service.